

West Bengal State University
Syllabus of Journalism & Mass Communication
Semester – VII

HISTORY OF JOURNALISM – PRINT, ELECTRONIC AND DIGITAL

HISTORY OF JOURNALISM – PRINT, ELECTRONIC AND DIGITAL						
JORDSC716T						
Course Type	Credit	Credit Distribution of the Course				Marks (Theory+Tutorial)
		Lecture	Tutorial	Practical	Total	
Major - DSC-16	5	4	1	0	5	50+50=100

Course Objectives (COs) :

On completion of this Course, the Student will be able to :

- understand the evolution of journalism.
- historical aspects of different forms of journalism.
- analyse key events and influential figures in the historical development of journalism, comparing the evolution of the press in India and global.
- understand the relevance of journalism in the contemporary scenario.
- understand the emerging trends in journalism.

SEMESTER- VII
JORDSC716T – HISTORY OF JOURNALISM – PRINT, ELECTRONIC AND DIGITAL

Content (Theory)

Marks : 50

Credits : 4

UNIT 1 : Evolution of Print Journalism

- **Global Origin of Print Journalism** : Invention of the Printing Press (Gutenberg, 1440) and Early European Newspapers (Relation, Gazette de France), Rise of Pamphlets and Political Press in Europe and America (17th – 18th Century), The Penny Press (1830s, USA) and Mass Commercialization of Newspapers.
- **Colonial Influence on Indian Print Media** : Introduction of Printing in India by Portuguese Missionaries (1556), James Augustus Hickey's 'Bengal Gazette' (1780), Role of Missionaries and British Administration in Early Indian Journalism, Contributions of James Silk Buckingham, Serampore Baptist Missionary Press, H.L.V. Derozio and Young Bengal Movement, Iswar Chandra Gupta.
- **Nationalist Press & Freedom Struggle** : Vernacular Press and Socio-Political Movements (Raja Ram Mohan Roy's 'Sambad Kaumudi'), Contribution of Harish Chandra Mukherjee, Movement against Vernacular Press Act, Sisir Kumar Ghosh, 'Amrita Bazar Patrika', 'Sandhya', 'Jugantar', Contribution of Bal Gangadhar Tilak, Mahatma Gandhi and B. R. Ambedkar and Revolutionaries in Indian Journalism.
- **Post-Independence Growth & Modern Challenges** : Freedom of Press, Post Independence Journalism, Emergency Period in India, Expansion of Indian Newspapers ('The Times of India', 'The Hindu', Regional Language Press), Comparison with Global

Trends: Decline of Print in the West vs. Resilience in India, Post-LPG (1990s) Growth of Language Newspapers.

UNIT 2 : Evolution of Electronic Journalism in India

- **Introduction of Radio and Public Broadcasting** : Origin and Role of All India Radio (AIR); Radio as a Tool for Education, Development and National Integration, Early History of Radio in India, History of AIR, Evolution of AIR Programming, Penetration of Radio in Rural India - Case Studies; Patterns of State Control; Demand for Autonomy; FM : Radio Privatization; Music : From Cassettes to the Internet.
- **Development of Television News** : Arrival of Television and the State's Development Agenda; SITE Experiment, Doordarshan's Milestones and Its Role in India's Development, Commercialization of Programming (1980s); Satellite Television and DTH, Formation of Prasar Bharati.
- **Liberalization and the Rise of Private News Channels** : Impact of Economic Reforms; Emergence of Zee TV, Star News, NDTV; Shift towards 24x7 Commercialized and Competitive Television News.
- **Investigative Journalism and Political Coverage** : War Reporting, Election Broadcasts and the Rise of Investigative Platforms in shaping Public Opinion in India.

UNIT 3 : History of Visual Media

- **Photography : Early years of Photography** - Camera Obscura, Series Photography, Revolver Photographique/Chronophotographic Gun, Magic Lantern, Zoopraxiscope, Fusil Photographique; Joseph-Nicephore Niepce and Louis-Jacques-Mande Daguerre, John Herschel, Eadweard Muybridge, Etienne-Jules Marey.
- **Cinema : From Silent Era to the Talkies in India** – Dada Saheb Phalke, 'Raja Harishchandra', Hiralal Sen, Baburao Painter, Maharashtra Film Company, M. Ardeshir Irani, 'Alam Ara', First Talkie Films - 'Jamai Shasthi' (Bengali), 'Bhakta Prahlad' (Telugu) and 'Kalidas' (Tamil); V. Santharam, Franz Osten, 'Achchhyut Kanya'; Damle & Fatehlal, 'Sant Tukaram', Prabhat, Bombay Talkies and New Theatres.

Unit 4 : Digital Journalism, Independent Voices and On-Demand News Culture

- **Rise of Digital Journalism** : Transition from News Websites to Apps based platforms.
- **Convergence Journalism** : Blending Print, TV and Digital Media.
- **On-Demand News Consumption and Formats** : Mobile Apps, YouTube Journalism, Podcasts.
- **Digital Journalism and Citizen Participation** : Citizen Journalism, User-generated News Content.

Unit 5 : Contemporary Trends and Future of Indian Journalism

- Comparative Trajectories of Print, Radio, Television and Digital Media in India, Emerging Trends in Revenue Models in Media.
- Audiences, Consumption and Credibility : Past vs. Present.
- Satire, Memes and Political Commentary and Stand-Up as Journalism, Independent Journalism and Its various aspects.
- Archiving, Documenting and Preserving Media Histories in India.

Syllabus of Tutorial+Continuous Assessment/Internal Assessment
Marks-50 **Credit : 1**

- **Presentation** on Syllabus related Topic/**Home Assignment** on Syllabus related Topic. Marks: 20
- Continuous Assessment (CA)/Internal Assessment (**Written Examination**) Marks : 20
- Attendance Marks : 10

Suggested Readings & E-Resources :

1. Chattopadhyay, D. (2024). Global Journalism in Comparative Perspective : Case Studies. Taylor & Francis.
2. Chawla, A. (2021). New Media and Online Journalism : Handbook for Media Studies (1st Ed.). Pearson Education.
3. Mehta, N. (2009). India on Television. Harper Collins.
4. Moitra, M. (1969). A History of Indian Journalism. National Book Agency.
5. Natarajan, J. (2000). History of Indian Journalism, Publications Division.
6. Singhal, A & Rogers, E. M. (1989). India's Information Revolution; Sage, New Delhi.
7. Winston, B. (1998). Media Technology Society : A History from Telegraph to Internet, Routledge.
8. Sushovan Sarkar : Bengal Renaissance and Other Essays.
9. Jeffrey, Robin. India's Newspaper Revolution : Capitalism, Politics and the Indian Language Press, New Delhi, Oxford, 2003.
10. Briggs, A. and Burke, P., Social History of Media : From Gutenberg to the Internet, Polity Press, 2010 (Chapter 2 and Chapter 5).
11. Parthasarthy Rangaswami, Journalism in India from the Earliest to the Present Day, Sterling Publishing, 1989.
12. J. N. Basu : Romance of Indian Journalism; University of Calcutta.
13. David Page and William Crawley, Satellites Over South Asia, Sage, 2001.
14. Peter Manuel : Cassette Culture, University of Chicago Press, Chicago, 1993.
15. Chatterjee, P. C., Broadcasting in India, New Delhi, Sage, 1991, pp. 39-57.
16. P. Neurath : Radio Farm Forum as a Tool of Change in Indian Villages, Economic Development of Cultural Change, Vol. 10, No. 3 pp. 275- 283.
17. Eric Barnouw and Krishnaswamy, Indian Film, Oxford University Press, 2nd Edition, New York, 1980.
18. Allen, Robert C. and Annette Hill (Eds.) : The Television Studies Reader, Routledge, 2004.
19. Carrol Fleming : The Radio Handbook, Routledge, 2002.
20. Hudson Gary and Rowlands, Sarah : The Broadcast Journalism Handbook, 2007.
21. Millerson, Gerald : Effective Television Production, 3rd Edition, 2016.
22. Owens, Jim : Television Production, 2016.
23. Report of the Working Group on Television Software for Doordarshan, Vol. 1-2, Publication Division, New Delhi, 1985.
24. Robert McLeish : Radio Production, Fifth Edition, Focal Press, 2005.
25. Vasuki Belavadi : Video Production, 2nd Edition, OUP, 2013.
26. Zettl, Herbert : Television Production Handbook, 2014.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY						
JORDSC717T						
Course Type	Credit	Credit Distribution of the Course				Marks (Theory+Tutorial)
		Lecture	Tutorial	Practical	Total	
Major - DSC-17	5	4	0	1	5	50+50=100

Course Objectives (COs) :

On completion of this Course, the Student will be able to :

1. identify and understand methods for conducting communication research common in strategic communication practice.
2. understand and evaluate academic research using common communication research methodologies.
3. analyze data from qualitative and quantitative perspectives.
4. use qualitative and quantitative data to inform communication strategy.

Content (Theory)

Marks : 50

Credit : 4

Unit -1: Introduction to Research

- a) Concept of Research : Meaning, Objectives, Characteristics of Good Research, Significance of Research.
- b) Research Problem : Identification, Formulation & Its Characteristics, Specific Gap or Research Questions to solve.
- c) Review of Literature : Importance and Organizing the Review of Literature.
- d) Research Questions vs. Hypothesis, Alternative & Null Hypothesis.
- e) Variables : Concept of Independent & Dependent Variables.

Unit-2: Principles of Research Designs

- a) Classification of Research : Research Purpose - Basic or Fundamental, Applied & Action.
- b) Research Approaches : Qualitative, Quantitative, Mixed.
- c) Research Design : Descriptive, Exploratory, Causal, Correlational, Experimental, Explanatory.
- d) Time-Frame : Longitudinal, Cross-Sectional.
- e) Research Process : Steps, Components & Outcome.

Unit-3: Research Method & Techniques

- a) Universe, Population, Sample, Sampling Frame, Sampling Error, Determination of the Correct Sample Size.
- b) Sampling : Concept, Probability (Random, Stratified, Systematic, Cluster) & Non-Probability Sampling (Convenience, Purposive, Snowball, Quota).
- c) Sources of Data Collection : Primary & Secondary, Concept of Reliability & Validity.
- d) Classification & Tabulation of Data, Graphical Representation of Data (Graphs & Charts).
- e) Methods & Techniques : Surveys, Interviews, Observations, Experiments, Case Study, Ethnography.

Unit-4 : Research Report

- a) Research Reports : Structure & Components of Ph. D. Thesis/Dissertation, Scientific Writing.
- b) Peer Reviewed Journals & Research Articles : Explanation of Standard Structure & Components, Research Articles vs. Research Paper.
- c) Abstract & Keywords : Guidelines & Common Formats.
- d) Footnotes vs. Endnotes.
- e) Styles of Citation, References & Bibliography (APA, MLA, Chicago, Harvard).
- f) Basics of Index, Author & Subject Index.
- g) Ibid, Op. cit., Loc. Cit., et al.

Unit-5: Ethics in Research

- a) Plagiarism in Research.
- b) Regular Types of Plagiarism (Direct, Mosaic, Verbatim, Paraphrasing, Patchwork, Self, Global, Accidental & Source-Based Plagiarism).
- c) Consequences of Plagiarism, Ways to avoid Plagiarism.
- d) Qualities of Good Researcher.

Unit-6: Basic Statistical Tools for Research

- a) Measures of Central Tendency : Mean, Median, Mode.
- b) Measures of Variability : Standard Deviation.
- c) Inferential Statistics : Hypothesis Testing & P-Value Interpretation, T-Test & ANNOVA, Correlation & Regression Analysis, Chi-Square Test & Factor Analysis.
- d) Statistical Analysis Software for Research : SPSS, AMOS, Stata, SmartPLS.

Practical

Marks : 50

Credit : 1

Unit - A

Prepare any two from the following :

10x2=20

- 1. Writing a Research Proposal (Word Limit - 1,500 to 3,000).
- 2. Synopsis Writing (Word Limit – 500 - 1,000).
- 3. Writing a Peer-Review Research Paper (Word Limit – 2,000 to 5,000).
- 4. How to write a Literature Review for Dissertation/Ph.D. Thesis (Word Limit – 500 to 1000).
- 5. Preparation of Dissertation/Ph.D. Thesis Structure.
- 6. Preparation of Schedule & Questionnaires (Questions Limit – 10 to 15 questions).

Unit-B

Prepare any two from the following :

10x2=20

- 1. Preparation of different Bibliography Formats (APA MLA, Chicago, Harvard Styles) – Minimum 10 References in Each style.
- 2. Preparation of different Formats of Literature Review (Chronological, Thematic, Methodological & Theoretical Formats) – At least Five Review from Each Format).

3. Preparation of different Styles of Literature Review (Systematic Review, Narrative Review, Scoping Review, Meta Analysis & Integrative Review) – At least one Review from Each Style.
4. How to use of plagiarism detection tools online (Turnitin, iThenticate, PlagScans, Scribbr, Paperpal, PlagAware and Prepostseo).
5. How to use Academic Search Engines for Research (Google Scholar, CORR, Semantic Scholar) & Advanced Search Tools.

Attendance :

10

Suggested Readings :

1. Kothari, C. R. (2004) *Research Methodology : Methods and Techniques* (2nd Ed.). New Age International Publishers, New Delhi.
 2. Kumar, R. (2019). *Research Methodology : A Step-by-Step Guide for Beginners* (5th Ed.). Sage Publications, New Delhi.
 3. Guthrie, G. (2010). *Basic Research Methods : An Entry to Social Science Research*. Sage Publications, New Delhi.
 4. Creswell, J. W., & Creswell, J. D. (2017). *Research Design : Qualitative, Quantitative and Mixed Methods Approaches* (5th Ed.). Sage Publications, New Delhi.
 5. Ahuja, R. (2022). *Research methods* (2nd Ed.). Rawat Publications, New Delhi.
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MEDIA, CULTURE & SOCIETY

MEDIA, CULTURE & SOCIETY						
JORSMP1T						
Course Type	Credit	Credit Distribution of the Course				Marks (Theory+Tutorial)
		Lecture	Tutorial	Practical	Total	
Major – SMP-1	5	3	2	0	5	50+50=100

(For the Students of Other Subjects)

Course Objectives :

On completion of this Course, the Student will be able to :

1. understand the Key Concepts of Culture and Media.
2. examine the Media's Role in shaping Identity and Society.
3. explore Power, Globalization and Emerging Media Trends.

Learning Outcomes :

On completion of this Course, the Student will be able to :

1. define and explain Culture and Media Concepts.
2. analyze media representations of diverse groups.
3. evaluate critically media's influence on society and democracy.
4. apply theories to contemporary issues in Indian and global contexts.

Pedagogy :

- Class Lecture and Tutorials.
- Interactive Classroom.
- Blended Learning Approach which combines Digital Learning Tools (ICT and Digital Resources) with more Traditional Classroom-based Face to Face Teaching Learning Method.
- Flipping the Classroom which includes
 - (a) Collaborative and Cooperative Learning.
 - (b) Case-based Learning.
 - (c) Brainstorming Approach.

Content (Theory)

Marks : 50

Credit : 3

Total No of Lectures : 3 Hours/Week

Unit 1 : Theoretical Foundations of Media and Culture

- Definitions and Dimensions of Culture : Mass, Popular, Folk, Elite, Commercial.
- Subculture, Counterculture and Cultural Diversity
- Semiotics : Saussure, Peirce, Barthes - Signs, Codes, Myths.
- Critical Schools : Frankfurt, Birmingham.
- Ideology and Hegemony in Media.

Unit 2 : Media, Society and Representation

- Media's Influence on Attitudes, Beliefs and Behaviour.
- Representation of Gender, Caste, Class, Minorities and Children.
- Media Stereotypes and Cultural Identity Formation.

- Media Literacy and Critical Consumption.

Unit 3 : Media, Power and Globalization

- Media and Democracy : Public Opinion, Mediated Politics and Public Sphere (Habermas).
- Social Media Activism, Grassroots Movements and Alternative Media.
- Globalization, Cultural Hybridity and Media Convergence.
- Corporatization and Commercialization of Mass Media.

Unit 4 : Emerging Trends in Media and Culture

- Transmedia Storytelling and Participatory Culture
- Indian Context : Media, Culture and Society
- Contemporary Debates : AI, Algorithms and Cultural Production.

Content of Tutorial & Internal Assessment

Marks : 50

Credit : 2

Tutorial (Internal Evaluation) :

Marks : 30

Prepare an Assignment Book on (any five) following topics :

Marks : 20

1. Applying Saussure, Peirce and Barthes to Advertisements.
2. How media reinforces or challenges social norms.
3. Representation of Gender in Indian Cinema or Advertising.
4. Media Stereotypes and Their Impact on Cultural Identity.
5. Evaluating Fake News and Misinformation.
6. Case Study of Grassroots Movements in India.
7. Globalization and Cultural Hybridity in Bollywood or Regional Cinema.
8. How franchises like Marvel or Indian Web Series engage audiences.
9. Role of AI and Algorithm in shaping Cultural Production and Media Consumption.

Viva on Subject Content.

Marks : 10

Internal Assessment :

Marks : 20

CIA (Evaluation by College)

Marks : 10

After completion of each unit prepare PPT or Chart Presentation on any topic mentioned in the Syllabus.

Attendance.

Marks: 10

Suggested Readings :

1. Raymond Williams : Culture and Society.
2. Stuart Hall : Cultural Representations and Signifying Practices.
3. Denis McQuail : McQuail's Communication Theory.
4. John Fiske : Introduction to Communication Studies.
5. Graeme Burton : Media and Society : Critical Perspectives.
6. Paul Hodkinson : Media, Culture and Society : An Introduction.
7. Edward S. Herman & Noam Chomsky : Manufacturing Consent.

8. Sevanti Ninan & Subarno Chattarji : The Hoot Reader.
 9. Abir Chattopadhyay : Communication, Media and Cultural Studies.
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